



REPOD

Rotarians Easing Problems of Dementia

Endorsed by the Rotary Club of Tavistock

A GUIDE TO SETTING UP A MEMORY CAFÉ

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The History of the Memory Café

The original Memory Café is attributed to one founded, in 1997, by a Dutch psychiatrist named Dr Bere Miesen. He described it as “an informal way for people to make contact with each other, to receive a consultation and to feel at home”.

The first Café in England was set up in 2000.

The National Dementia Strategy, launched by the government in February 2009, places great importance on places of contact where ‘Peer Support’ may be found and where education and information can be distributed.

Memory Cafés align very nicely with that aim.

A Memory Café provides a place where any member of the public, who feel that they, or a person they know, may have a short term memory problem, may drop in without an appointment, and talk to an experienced volunteer or a professional member of the health team.

A Memory Café is not able to refer a person directly to a consultant and does not take the place of a doctor in the diagnosis of a memory problem. If however, the health professional considers that further assessment is necessary, or advisable, then an individual may be supported in that referral via their own doctor.

A Memory Café provides a useful addition to the process of an early diagnosis to those who may not wish to go directly to their doctor. A Memory Café is providing an alternative entry point to the system.

It has been found, in nearly every case, that a social element overtakes the original mission statement. Peer support and social contact without stigma rapidly becomes the main focal point of the service. Some Memory Cafés provide strong levels of stimulation for the service users and an opportunity for carers to exchange experiences and information.

Trained volunteers enable support to be given to carers during difficult periods, for example, when loved ones are in hospital. Staff and volunteers can monitor situations that might develop and, as a further example, have been instrumental in reporting instances where violence is occurring within a home environment.

Bringing together groups of people in common cause. Memory Cafés provide a very important addition to support services, and enable a single point of contact where information and education can be distributed directly to the point where it is of most use.

The Devon Example

The purpose of a Memory Café is to identify as early as possible if a person has a memory problem or if the problem is caused by a medical condition such as a water infection, tumour on the brain, depression etc

If it is a genuine memory problem to refer the person to their doctor for further tests at a Memory Clinic and get them into the system as early as possible for treatment

5 Main Ingredients Of A Memory Café

1. Co-ordinator
 2. Volunteers
 3. Premises
 4. Funding
 5. Involvement of authorities, Devon County Council, District Councils, Devon Partnership NHS Trust, NHS Trust (formally Devon Primary Care Trust), CVS, Rotary(REPoD), Senior Council For Devon, Age Concern, Social Services
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1. Co-ordinator to organise the set up and running of the Memory Café.
 2. Recruit and get volunteers trained
 3. Find suitable premises
 4. Ensure enough funds are available and continue to be available to operate the Memory Café on an ongoing basis
 5. Involvement of (DCC,NHS Trust for grants). (Rotary, S C for D, Lions Club Age Concern for Donations and Volunteers), (Devon Partnership NHS Trust for CPN and other mental health services), (CVS for grants and volunteers), Social services

Funding

In this financial year up to £750 is available to assist in setting up and running a Memory Cafe by signing up to the good practice guidelines.

Each Memory Café must be self funding by raising its own funds and not be reliant on grants from DCC

How a Memory Café Operates

- As a drop in centre, no appointment necessary
- Tables and chairs Café Fashion
- People greeted at the door signed in and made to feel at home
- Tea /Coffee/squash/biscuits offered
- CPN available for private consultation in another room or a quiet corner
- If the CPN considers it necessary the person will be referred to their own Doctor, for referral to a physiologist for tests at a Memory Clinic.
- Information table
- An important role of the Memory Cafe is to offer peer support to the people attending.

The Memory Café Start-up Guide

Section 1 - Alignment With The National Dementia Strategy (NDS)

Better knowledge and stigma removal (NDS objective 1)

Memory Cafés are now recognized as being an important, stigma free, social contact point for service users and carers. A Memory Café forms a point where leaflets and information regarding the illness may be obtained and represents a cost effective and early way of signposting the service user to further advice and better knowledge.

An aid to an early diagnosis (NDS objective 2)

The Memory Café can be seen as a response to objective 2. It provides a venue away from any stigma which might be connected with a visit to a Doctor or a Mental Health Centre.

On a 'no appointment' basis the Memory Café provides access to both experienced volunteers and a health professional. A member of the public can simply 'drop in' to discuss their worries in an informal and relaxed setting.

Only if the CPN is sufficiently concerned would support be offered to enable that person to be referred to the system via their own GP.

The Memory Café forms a semi formal and an additional entry point to the system. It can help facilitate an earlier diagnosis. Cases have been noted when a person with a failing memory has already approached their own doctor only to be told that it is "just old age". They have come to the Café for a second opinion.

Developing services (NDS objective 3)

Other services may be offered to a group of people who are gathered together in common cause.

The presence of a health professional also ensures that an established client can enter into an 'in depth and on the spot' discussion about a problem. This might enable resolution of a situation which could otherwise lead to premature need for higher dependency upon the system (crisis prevention).

Smaller more specialized Peer Support groups like luncheon clubs, walking groups and musical groups have all evolved from initial contacts at Memory Cafés. This should be encouraged.

Many also see the service as one where both Carer and Service User regard their time together in the Café as a Short Break.

Development of Structured Peer Support and Learning Networks (NDS objective 5)

Peer support is recognized as being one of the prime outcomes from this type of service. Carers support one another as they come to realize that they are not alone.

SECTION 2 - The Difference Between A Memory Café And A Memory Clinic

Memory Café

A Memory Café provides a place where any member of the public, who feel that they, or a person they know, may have a short term memory problem, may drop in without an appointment, and talk to an experienced volunteer or a professional member of the health team.

A Memory Café is not able to refer a person directly to a consultant and does not take the place of a doctor in the diagnosis of a memory problem. If however, the health professional considers that further assessment is necessary, or advisable, then an individual may be supported in that referral via their own doctor.

A Memory Café provides a useful addition to the process of an early diagnosis to those who may not wish to go directly to their doctor.

A Memory Café is providing an alternative entry point to the system.

It has been found, in nearly every case, that a social element overtakes the original mission statement. Peer support and social contact without stigma rapidly becomes the main focal point of the service. Some Memory Cafés provide strong levels of stimulation for the service users and an opportunity for carers to exchange experiences and information.

Trained volunteers enable support to be given to carers during difficult periods, for example, when loved ones are in hospital. Staff and volunteers can monitor situations that might develop and, as a further example, have been instrumental in reporting instances where violence is occurring within a home environment.

Bringing together groups of people in common cause. Memory Cafés provide a very important addition to support services, and enable a single point of contact where information and education can be distributed directly to the point where it is of most use.

Memory Clinic

A Memory Clinic is a venue where a full medical assessment of the mental health of a person will take place under the auspices of a qualified consultant and his / her team.

Referral to a Memory Clinic can only be effected via a General Practitioner (GP) or in certain circumstances via a hospital or social services. Memory Clinics are not able to accept any direct referral from the public.

This pathway is important as a person's GP should have eliminated any physical cause that might lead to symptoms mimicking those of early onset of dementia.

SECTION 3 - Delivery Of A Memory Café

Many Memory Cafés are run independently but they do form an ideal opportunity for statutory bodies and charitable organisations (now called 'The Third Sector') to work together in full partnership. Indeed it is recognised that cost effective delivery of this support service is best made via this arrangement. Many of the volunteers who come forward have experience of dementia and those who have not can be given training in dementia awareness.

Whilst the majority of the admin organisation is done by the third sector and volunteers supply the greater part of the workforce, most organisations consider it essential that a Memory Cafe is supported by a health professional from an Older Person Mental Health team. Usually this person is a CPN, able to talk with and to conduct an initial / early assessment of any person who 'Drops In' without an appointment. This is not as onerous as it sounds, the CPN need only stay if someone wishes to see him / her.

To run a Memory Café most effectively there is merit in considering the employment of 'Session Workers'. They are paid but only when working.

Staffing levels vary and are often dependant upon availability of volunteer staff. Generally it is accepted that a ratio of one volunteer worker to four or five clients is workable. It must be borne in mind that whilst teas and coffees are important the time and ability of volunteers to listen is of equal importance. Just having someone to talk to makes a great deal of difference and is of support to a stressed carer.

Whilst this is a guide it should be noted that it is in the interest of the local health authority that they provide some admin help as well. A Memory Café should not be looked upon as a cheap service or an alternative to day care.

'Partnership working' should mean just that and it is in the interest of all parties to ensure that this service delivers one of its key objectives. That is to enable people to stay within the home environment for longer.

SECTION 4 - Funding

Memory Cafés have only been given a higher priority since the launch of the National Dementia Strategy in February 2009. Until that time they had been seen, perhaps merely, as a useful addition to the services for this client group. Now they are becoming recognised as being a vital part of helping to maintain care within the home environment for longer.

The majority of Memory Cafés have been started by individual people within local health authorities or by local voluntary organisations. Nearly all are run on small budgets and are held every week, fortnight or month.

There are overhead costs to consider, rent, insurance, provision of tea, coffee, biscuits etc. Account must be made of admin costs. Some capital cost may also be involved but this can be spread over time. Preparation of a proper business plan is important.

Although not making a donation compulsory some Memory Cafés provide a collection box at the venue. This will not cover the overhead cost but usually raises enough to recover the expense of provisions such as tea, coffee and biscuits.

There is now a clearer pathway emerging. Primary Care Trusts and Statutory Bodies are talking about commissioning Memory Café services. This is good but may bring other demands with it.

In the longer term look at setting up a small charity in the name of the Memory Café.

It is likely that Memory Cafés will have to open more frequently. This will come about as the need to provide services to more people gathers pace.

There are inherent dangers in commissioning in that this type of service may not be considered 'Core' to the statutory body and therefore contracts are relatively short term.

SECTION 5 - Setting Up A New Memory Café

1. A new Memory Café start up, would have access to information and advice through an independent main facilitator (If applicable) / co-ordinator. e.g. Public Liability Insurance, Venue, Equipment, Staff training, Flexible programme
2. Funding
3. Prepare a business plan
4. Locate premises
5. Facilities required in premises
6. Health and Safety
7. Recruit staff (volunteers)
8. Train staff
9. Liaise with health professionals (CPN attendance etc)
10. Visit existing Memory Cafés to see how a Memory Café is run.
Speak to facilitators / co-ordinators for their ideas on the function of their Memory Cafés
11. Equipment
12. Activities
13. Information at the Memory Café
14. Advertising the service
15. Set a launch date

2. Funding

- Prepare and submit a business plan
- Target organisations and groups with a view to setting up Memory Cafés in new areas
- Association of Councils for Voluntary Service (ACVS)
- Carers Link
- County / District Council
- Local Councillors
- Partnership NHS Trust
- Primary Care Trust
- Doctors' Surgeries
- Lions Club
- Rotary Club
- Senior Council for Devon
- Unite
- Volunteer organisations
- In the longer term look at setting up a small charity in the name of the Memory Café with all or some of the above organisations working together as trustees or co-opted members.

4. Premises

- If possible premises located on a bus route
- Parking available if possible
- St John Ambulance Hall
- Church halls. Methodist, Church of England, Roman Catholic, Baptist, United Reform , Pentecostal
- District Council
- Hotel (ideal for lunch)
- Village Hall
- Community centre

- Public house

5. Facilities in premises

The venue should have:

- Easy access for wheel chairs
- Good toilet facilities with access suitable for those with a disability
- Safe and good fire escape facility
- Well equipped kitchen. A dishwasher will free up volunteers time
- Ground floor capacity to seat say up to 40 people
- Entrance and exit points that enable people to be seen. This should help to eliminate wandering
- Fixed gap or secure low gap windows
- If possible, dedicated parking facility
- Adequate heating capacity
- No tendency toward any echo situation as this can be disturbing to those with hearing difficulties
- Enough furniture to seat the group comfortably, tables and chairs
- Ensure the venue chosen will not be too small. The demand for the service is rising all the time. One Memory Café is now hosting nearly 50 people every week and yet, just three years ago was used by just a handful of people.
- Ensure that the venue is available on a regular basis. Nothing can be worse than getting a successful group up and running only to lose your venue. Try to negotiate a long term contract with the venue owners, most are willing to do this as it is in their interest to get good, long term, community based client groups in place.
- Memory Cafés evolve slowly and may take months to achieve full capacity.

6. Health and safety

- Carry out risk assessment
- Have fire escape procedure in place
- All electrical equipment to be must be tested and certified
- Public Liability Insurance
- Maintain an attendance register
- Keep records of the Memory Café including Register
- Provide first aid kit
- Train First Aider

7. Recruit staff

- Memory Café facilitator / co-coordinator
- Volunteer staff.
- Carers and former carers are ideal as they understand the problems involved in coping with memory loss
- 1 member of staff to 4/5 Clients
- Health professional
- Bring in contracted staff. Masseur, reflexology, have talks on stress and relaxation

8. Train staff

- Dementia awareness
- First aid
- Health and Safety
- Basic hygiene
- Leaflet. Volunteer role

Recruit volunteers – debatable whether to do this before finding premises - they can be helpful in finding premises but many prefer to know where they will be working before agreeing to commit themselves.

Volunteers should all have awareness of the problems relating to dementia and be prepared to have training. Not all volunteers are suitable to do this work and there should be a probationary period on both sides.

Many different skills are required to run a successful cafe and this should be taken into account when choosing volunteers.

These may include:

- Communication at all levels:
- One to one
- Ability to speak confidently to a larger group
- Ability to speak to health care workers
- Listening skills
- Catering skills
- An understanding of confidentiality
- Ability to empathise

No one person possesses all of these skills, which is why it is important to look for different skills when recruiting.

11. Equipment

- First aid box
- Music centre to play CDs. Take account of your group regarding the choice of music
- White board and markers
- Flip chart
- Large piece wooden jigsaw puzzles (not more than 60 Pieces) to encourage development
- Memory Box. Items from a bygone era
- Memory cards of nostalgic scenes provoke discussion.
- Old Photographs
- Overhead projector
- Large wooden dominoes
- Tablecloths and flower vases
- Tea towels, rubber gloves, detergent etc.

12. Activities

- Mind stimulating / development games, such as anagram games (like Countdown)
- Music, always popular and a co-ordinated sing a long will get most people joining in
- Bingo is enjoyed and usually you will find that the client group bring little prizes with them. Ensure that volunteers are available to help those who may not be able to keep up with play
- Introduce The Montessori Principle. (Suitable for individual or small group therapies)

13. Information

- Leaflet Table
- Provide Memory Café questionnaires to gather information to improve the Memory Café service provided
- Posters and flyers
- Use Dementia Carers' Pathways to assist carers in obtaining information from relevant sources
- Invite speakers in to talk on specific subjects e.g. Benefits, safety, financial and legal implications

14. Advertising the Memory Café

Place posters and flyers in:

- GP surgeries
- Community mental health centre offices
- Carer support workers offices
- Chemists sometimes allow a poster to be put up in their premises
- Public library
- Local Information and community boards
- Church Halls
- Offices of local and National Charities
- Local Signpost Groups
- Press and local radio coverage is beneficial particularly at the launch of a new Memory Café venture
- Lions Clubs, Rotary Clubs, Senior Council for Devon and other voluntary organisations
- Continually advertise and promote Memory Cafés to maintain reaching new people

15. SET A LAUNCH DATE

The Role Of The Volunteer In A Memory Café

Commitment of the provider to a volunteer

To provide:

- Induction training
- Basic dementia awareness training
- On going support
- Reimbursement of travelling and agreed incidental expenses

Commitment of a volunteer at the Memory Café

Time

- 3 hours per memory café session (depending on the length of the Memory Café session)

Purpose of the role

- To make, new and regular, visitors to the memory café welcome and at ease.
- To be a mentor the visitors of the café

Tasks and responsibilities

- Attend training sessions relevant to the role as a volunteer, for example, basic food hygiene, health and safety
- Prepare and set up the venue at the start of the session
- Tidy up and clear away at the end of the session
- Welcome visitors to the Memory Café as in 'Meet and Greet'
- Provide name badges
- Maintain an attendance register
- Prepare light refreshments such as tea, coffee, squash and biscuits
- Socially interact with the visitors to encourage them to feel at ease while visiting the cafe
- Direct visitors, as required, to the facilities and activities on offer. Examples of this could be to the seating area, the health professional and specialist adviser in attendance
- To be alert for signs of stress in visitors and be aware of who to call to help

Specialist Tasks and responsibilities

- An Activity co-ordinator
- An Excursion organiser
- First aid

Skills and experience

- No specific skills or experience are required although previous dementia service experience would be useful
- An enjoyment of meeting and dealing with the general public
- An understanding and tolerant nature is essential
- The ability to listen and interpret when a person appears to require further help, to know how to follow this up with the health professionals

Please note

The above is only a guide. The coordinator might prefer, if the Memory café numbers are high, to designate specific tasks, to volunteers and rotate these on a session by session basis to spread the work load fairly and to maintain interest.

An Example Of A Memory Café Pre-start Breakdown Of Costs

Receipts	
Grants	£450.00
Donations/Cheques	£150.00
Donations/Cash	£50.00
Other	£85.00
Total Receipts	£735.00
Payments	
Capital Expenditure	Portable CD player £80.00 2 CD's £20.00 White Board and stand £130.00 4 Storage boxes x £5.00 = £20.00 Jigsaws / games £18.00 Total £268.00
Rent	£36.00
Salary	£0.00
Insurance	£80.00
Telephone	£40.00
Postage	£15.00
Office Supplies	Box ball point pens / Felt tip pens / White board marker pens Petty cash book / Register book / Name tags / Box files / lever arch files Total £55.00
Travel Expenses	5 No vol. x 6 miles 0.40p/mile = £12.00 x 3 visits Total £36.00
Advertising	Paper / printing ink £75.00
Consumables	Tea / coffee / sugar / biscuits / milk / squash Washing up liquid / Rubber gloves / brush Total £20.00
Sundries	4 Table clothes / 2 tea towels 4 Vases / Contents for memory box Song book Total £30.00
Training	Total £65.00
Other	Total £15.00
Total Payments	Total £735.00

Memory Café Pre-Start Breakdown Of Costs

Receipts	
Grants	
Donations/Cheques	
Donations/Cash	
Other	
Total Receipts	
Payments	
Capital Expenditure	
Rent	
Salary	
Insurance	
Telephone	
Postage	
Office Supplies	
Travel Expenses	
Advertising	
Consumables	
Sundries	
Training	
Other	
Total Payments	

Memory Café Cash Flow Forecast – 12 Months

Month	Pre-Start	1	2	3	4	5	6	7	8	9	10	11	12	Total
Receipts														
Grants														
Donations/Cheques														
Donations/Cash														
Other														
Total Receipts														
Payments														
Capital Expenditure														
Rent														
Salary														
Insurance														
Telephone														
Office Supplies														
Travel Expenses														
Advertising														
Consumables														
Sundries														
Training														
Other														
Total Payments														
Cash flow + / -														
Opening Balance														
Closing Balance														

Memory Café Budget

	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	Total
Receipts													
Grants													
Donations													
Donations													
Other													
Total Receipts													
Payments													
Capital Expenditure													
Rent													
Salaries													
Training													
Insurance													
Telephone													
Postage													
Office Supplies													
Travel Expenses													
Advertising													
Consumables													
Sundries													
Other													
Total Payments													
Cash flow + / -													
Opening Balance													
Closing Balance													